

# 7 myths on the Internationalization of Italian companies

1

**Export helps companies to solve their productivity and profitability problems**

Export is an amplifier of companies' pros and cons

Global Italian companies used to register higher productivity before they faced up to internationalization

Productivity and profits are higher in companies with high level of export or among the domestic players

2

**Italy is a country for sale**

Over **40%** of Italian companies have bought businesses abroad

Only **13%** of large Italian companies were acquired by foreign businesses

3

**Italian enterprises do not innovate**

**90%** of the most important exporters have innovated both their products and processes in the last three years

More than **70%** of Italian large companies innovate either products or processes

4

**Italy only exports manufacturing**

**95%** of major Italian manufacturers export, above all, textile, food and metalworking companies

More than **65%** of Italian companies active in services sectors are exporters

5

**Italian companies go abroad to cut costs**

**58%** of Italian multinational companies seek for market opportunities abroad

Only **22%** look for cost reduction

6

**Bureaucracy and tax issues are not only Italian problems**

**61%** of major Italian companies mention bureaucracy as the top critical issue in operating abroad

7

**The «Made in Italy» brand is the only factor to boost country's exports**

Two out of three companies do not use «Made in Italy» brand in their international business

Those which do use it, widely acknowledge its usefulness



For media enquiries please contact:  
Paulina Sánchez del Río Nájera  
HSBC Communications Italy, Spain, Israel & South Africa  
paulina.sanchez@hsbc.com  
or go to [www.hsbc.it](http://www.hsbc.it)  
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HSBC Bank plc, Milan Branch  
Via Mike Bongiorno, 13  
20124 - Milan, Italy  
[www.hsbc.it](http://www.hsbc.it)

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